

Cascade County

Job Vacancy Announcement

Position: Marketing Assistant	Closing Date: Open Until Filled
County Department: MT State Fair / ExpoPark	Dept. Admin.: Susan Shannon
Type of Position: Full-Time	Salary: \$13.46 per hour
Applications available at Cascade County Human Resources Department, www.cascadecountymt.gov or Job Service. All application materials must be turned in to the Cascade County Human Resources Department and date stamped by 5:00 p.m. on the closing date.	

POSITION DESCRIPTION

The Marketing Assistant is responsible for assisting the marketing and sales manager with marketing, sales calls, and additional special projects as assigned; manages and oversees the daily grounds entertainments during the Montana State Fair; oversees marketing and sales operations as assigned by the marketing manager and activities of the Cascade county ExpoPark facility; maintains social media sites to include Facebook, website (s), and other social media; assists with tracking sponsorship renewals and payments; assists in developing Collateral Material to facilitate in the sales and marketing of Montana ExpoPark and Montana State Fair; assists in ensuring budget adherence; performs other related duties as assigned.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES

Develops and implements marketing and sales programs, processes and procedures for ExpoPark's exhibition, fair, conference and entertainment facilities; manages ExpoPark's advertising, public relations and media contacts; prospects for potential business, conducts follow-up activities, draws up and presents contracts; services existing clients, including the renewal of bookings and contracts and coordinating other related details; designs and implements marketing campaigns, including concept development, writing copy for print, billboard, radio and television; recruits outside consultants and contractors as necessary for graphics design, radio and telephone production and music; designs and produces presentation and sales materials for ExpoPark's facilities, including floor plans, technical manuals, brochures, business cards, presentation folders, photographs and videotapes; markets sponsorships of various ExpoPark events, activities and facilities; manages a variety of advertising programs from illuminated and other arena signs to print advertising in fair premium books, ticket stock and ticket envelopes; markets inside and outside commercial space for the annual fair and other events; designs and implements surveys for various events; prepares annual budget for marketing and sales operations for approval by the General Manager; establishes and maintains marketing and sales office procedures, files, records, forms and contracts; attends meetings, conferences and workshops as requested and authorized; supervises, plans, coordinates, evaluates, and directs the work of employees and volunteers; makes staffing decisions including hiring, firing, training, discipline, performance evaluations, and scheduling of work; keeps Director of Events informed of personnel and labor relations; assist in monitoring operating budget, overtime and contracts; resolves grievances as appropriate; plans, organizes, and directs comprehensive programs within ExpoPark; advises on various operational and personnel matters; makes recommendations for improvement and implements programs, standards and procedures; creates and maintains a high performance environment characterized by positive leadership and strong team orientation; maximizes use of computer programs to improve efficiency and management of operations, with good basic computer knowledge and skills; develops, maintains, and updates various departmental standard operating procedures and policies; develops, plans, and schedules to meet unexpected situations and new developments; communicates with personnel throughout the county to coordinate activities and resolve problems; practices and encourages work place safety and holds employees accountable to practice work place safety; responds to complaints regarding volunteer deficiencies and develops plans for correction; ensures compliance with fiscal requirements and other legal rules and regulations; reads, comprehends, and enforces contract terms and conditions of program compliance; attends meetings and conferences; interacts positively with other county employees, volunteers, clients, customers, families, vendors, professionals and others in the community in a professional and respectful manner at all times; attends all job related training; adheres to standards of confidentiality with program/service participants, staff and/or fiscal matters; completes all forms, reports and documentation as required; coordinates media campaigns with staff on promotions of events; responsible for Fair Facebook and interim advertising; works with the Event Director on a yearly basis including cold calls, sponsorships, brochures and networking to bring in new events; oversees the Big Sky Pro Rodeo Roundup Queen; oversees the grounds entertainment during the duration of the Montana State Fair including securing the entertainment, set up, teardown and lights and sound; develops and implements a master plan for grounds entertainment, vendors, superintendents during the fair; revises and recommends procedures pertaining to grounds entertainment, vendors, superintendents and operations of that area during fair; manages contract security are parking in specific areas during the fair; designs/coordinates marketing materials and advertisements grounds entertainment, superintendents, different areas of the fair; develops/coordinate multiple events including fair and special events or meetings; identify opportunities to increase visibility within the community; designs and assists with the implementation of advertising plans and strategies for agency events, programs and overall mission; marketing practices including: presentations, negotiation, sales calls, public relations, database management, E-marketing, promotions, direct mail and special events; reviews and verifies contract information; works with the Director of Events in developing new leads for new events.

Knowledge and understanding of: Sales and negotiation process, gained preferably in a sporting or event management environment; vendor contracts, technical riders, event production, facility operations, marketing and sales, ticketing procedures, security and crowd control operations; the fair industry and local and regional business communities; national, regional and state associations and organizations and their conference and meeting schedules; media sources, interests, preferences, practices and procedures; principles and practices employed to recruit events; managing, motivating and improving the performance of a team of people in a customer service environment; governmental code of fair practices; safety rules, procedures and practices; supervisory principles and practices; principles and practices of fairs and events; principles and practices of leadership, motivation, team building and conflict resolution; Project and Team Management techniques; Cascade County Human Resources policies and procedures;

advertising and direct marketing strategies, techniques and methods; media sources, practices and procedures; Microsoft Office software including Word, Excel, Outlook, and PowerPoint.

Skills in: The negotiation of complex contracts; be innovative in marketing practices to secure clients; strong people management skills, business planning skills and the capacity to think strategically; negotiation and interpersonal skills in order to maximize the profitability of sponsorship arrangements ensure favorable media exposure and promote the ExpoPark’s interests.

Ability to: Work cooperatively and provide customer service to a wide variety of personalities, plan, organize, prioritize, motivate, supervise and evaluate the work of others; coordinate and produce special events; establish and maintain effective working relationships with other county employees, supervisory personnel, media, clients, community organizations and the general public; operate a personal computer using word processing, spreadsheet and database applications appropriate to assigned duties; perform a wide variety of marketing, sales and administrative tasks with accuracy and speed under the pressure of time-sensitive deadlines; use logical and creative thought processes to develop solutions according to written specifications and/or oral instructions; work irregular hours, weekends and holidays, evenings and at times for greater than eight hours; perform a wide variety tasks with accuracy and speed under the pressure of time-sensitive deadlines; establish effective working relationships with the Board of County Commissioners, Finance Director, Human Resources Director, other county departments, employees, Federal and State agencies, private agencies, volunteers and the general public; communicate well with others in both technical and non-technical terms, as well as orally and in writing; prepare accurate and reliable reports containing findings, recommendations, and technical documentation; evaluate resources as needed; organize tasks and work environment to maximize efficiency; use logical and creative thought processes to develop solutions according to written specifications and/or oral instructions; quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology; meet challenges with resourcefulness through original thinking and creativity; identify, analyze and address problems and trends in a timely, efficient and equitable manner; adapt to interruptions, equipment failures, unusual demands or changing priorities; handle confidential information; coordinate, analyze, and utilize a variety of reports and records; employ and enforce safety practices and procedures; work weekends, long and irregular hours prior to and during the annual State Fair and as needed for other events; ability to work with many different cultures respecting their heritage and traditions; respond promptly to requests for service and assistance from the public and various office personnel; observe work hours; demonstrate punctuality; work collaboratively with management and co-workers; observes established lines of authority; interpret, apply and explain laws, rules and regulations.

EDUCATION AND EXPERIENCE

The above knowledge, skills and abilities are typically acquired through a combination of education and experience. At a minimum all applicants must have three (3) years’ experience in sales, promotion or production of public event **or** any equivalent combination of education and experience totaling seven (7) years’ experience. Applicant must possess a valid MT State Driver’s License or be able to obtain one within 30 days of hire.

The successful applicant shall serve a 6 month probationary period and may have a criminal background check conducted. The results thereof may disqualify the applicant from consideration for employment with the county.

Notice to Applicants: Applicants who are claiming Veteran’s or Handicap Preference **must** provide a DD-214 Discharge Document (Part 4) or DPHHS Handicap Certification **and** Employment Preference Form with their application for employment so Cascade County may apply the preference during the selection process.

Cascade County makes reasonable accommodations for any known disability that may interfere with the applicant’s ability to compete in the recruitment and selection process or an employee’s ability to perform the essential duties of the job. For Cascade County to consider such arrangements, the applicants must make known any needed accommodations.

CASCADE COUNTY IS AN EQUAL OPPORTUNITY EMPLOYER